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ABSTRACT

The purpose of this bibliographic instruction package is to help a non-library instructor prepare undergraduate students to find and use books, indexes, abstracts, periodical articles, and other printed reference sources in a search for published information on market research and consumer behavior. The package is divided into two episodes which can be presented in one class session. Episode I introduces students to the different forms of literature. Episode II teaches students how to locate library materials by using the card catalog and indexes and abstracts. The package includes summaries and lists of objectives for each episode, a materials list showing all transparencies and handouts for the training session, and a suggested script for the conduct of the session. For the student, the package provides paper copies of transparencies used by the instructor; these cover information searching procedures, forms of literature, Library of Congress (LC) subject headings, catalog filing rules, the "Business Periodicals Index," and "Psychological Abstracts." Also included are copies of transparencies showing a search log form and a checklist of questions for evaluating indexes and abstracts. An annotated bibliography of reference sources for research in consumer behavior and a consumer behavior research exercise conclude the instruction packet. (ESR)

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Teaching Packages

ED229028

Fundamentals of Research in CONSUMER BEHAVIOR

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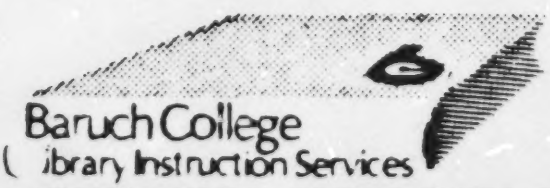

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#10

Prepared under a grant from Title III

Research in Consumer Behavior

Introduction

The purpose of this learning package is to help the instructor prepare students to complete his course assignment. The scope of activities for this learning package has been limited to searches for published information for research in consumer behavior. Students will be prepared to find and use books, indexes, abstracts, periodical articles and other printed reference sources. The learning package provides for a practical approach to research in consumer behavior. Students will be taught to look for material which they can use to find information about specific retailers, issues and problems in retailing.

The learning package is divided into two episodes. Episode I, Choice of Materials, introduces students to the different forms of literature. Episode II, Access to Materials, teaches students how to find and use these sources. A summary and list of objectives is provided for each episode. A materials list includes all transparencies and hand-outs for the session. A script for the Conduct of the Session is provided. In this script parentheses ( ) are used to denote suggested instructor commentary to accompany the transparencies. You may choose to follow the script as it is or to improvise using the summary, list of objectives and transparencies. In either case, read the Conduct of the Session script first as a guide for your activities.

Episode I is designed to be taught first. Episode II is divided into two main sections: Using the card catalog to find books and using indexes and abstracts. These sections are designed so that you can teach them in any order and emphasize skills in areas you consider especially important. Examples for materials in the learning package have been selected to appeal to a wide range of students and instructors. If you would like to emphasize research on one specific aspect of consumer behavior or the use of a specific index or abstract, the library instruction services faculty will provide transparencies and instructional guides for this purpose. Please allow two weeks for production of these materials. For requests or questions about this learning package, call a member of the library instruction services faculty at Extension 3259. Episode II concludes with a review of the forms of literature. This review emphasizes the use of a variety of reference sources for beginning an information search.

The role of the instructor in the use of this learning package is crucial to its success. While a librarian can teach students how to use sources for research, he cannot generate the same enthusiasm for their use as can the course instructor. The instructor has had extensive first hand experience using many of the sources cited. More importantly, he knows exactly what he wants his students to learn and the depth and breadth of research he expects.

This learning package can be presented in one class session. The goal of this session should be to make students aware of information sources for research on consumer behavior. Most students will need many hours of practice using these sources to develop effective information searching skills.

Research in Consumer Behavior

Purpose: To learn to use published sources to find information for research on consumer behavior.

Structure:

EPISODE I: CHOICE OF MATERIALS. Discusses the different forms of material which can be used for bibliographic searching. Present examples of appropriate times to use each form. Describes the search strategy process. Emphasizes flexibility in search strategy.

EPISODE II: ACCESS TO MATERIALS. Discusses how to find books, reference books, and indexes.

How to Find Books. Explains the use of the Library of Congress List of Subject Headings to select subject headings for use in the card catalog. Discusses the use of the card catalog to locate books on consumer behavior and related subject areas. Explains how this approach can be used in other libraries with different kinds of catalogs.

How to Find and Use Indexes and Abstracts. Discusses the function of indexes as location tools, sources used to find other sources. Describes the use of the Business Periodicals Index, and Psychological Abstracts. Mentions other useful indexes. Provides a checklist for evaluating indexes and abstracts. Upon request detailed instruction and transparencies can be provided for any index the instructor chooses.

Materials:

This learning package includes transparencies for use with the instructional script. Copies of these transparencies can be produced and collated for distribution to students in a student materials packet.

I. Transparencies

A. Transparency 1 - Information Searching Procedure Chart
B. Transparency 2 - Forms of Literature
C. Transparency 3 - Search Log Form
D. Transparency 4 - Library of Congress (LC) List of Subject Headings
E. Transparency 5 - Library of Congress (LC) List of Subject Headings (Related Subject Areas)
F. Transparency 6 - Catalog Filing Rules: Books about a Subject (General)
G. Transparency 7 - Catalog Filing Rules: Books about a Subject (Specific
H. Transparency 8 - Catalog Filing Rules: Books Related to a Subject
I. Transparency 9 - Business Periodicals Index
J. Transparency 10 - Psychological Abstracts (Index)
K. Transparency 11 - Psychological Abstracts (Abstract)
L. Transparency 12 - Checklist of Questions to Answer About Indexes and Abstracts

II. Lists

A. Reference Sources for Research in Consumer Behavior
B. Baruch College Library: A Self-Guided Tour
C. Exercise for Consumer Behavior

Summary

I. Summary of Episode I. Choice of Materials.

A. Objective. To introduce students to the different forms of printed source materials which can be used to find information for research in consumer behavior.

At the end of this episode students will be able to:

--Identify specific forms of source material.
--Describe reasons for a search strategy, an orderly procedure for collecting information.
--Explain why specific forms of material may be best for specific search questions.

B. Episode Activities:

The instructor will review the student assignment. This assignment will provide the context for all activities. Students will be given a copy of the Information Searching Procedure Chart. They will use the chart to describe the function of different forms of source materials for research in consumer behavior. They will also receive a list which defines Forms of Literature. They will use a Search Log Form and a list of Reference Sources for Research in Consumer Behavior to discuss methods they can use to find information about consumer behavior.

II. Summary of Episode II. Access to Materials.

A. Objective. To make students aware of the skills required to locate books, reference books, and indexes to find information for research on consumer behavior.

At the end of this episode students will be able to:

--Use the Library of Congress List of Subject Headings to select subject headings for a topic.
--Use the card catalog at Baruch College Library to locate books on consumer behavior and related subject areas.
--Ask questions to locate books in any library catalog.

--Use the Business Periodicals Index
--Use Psychological Abstracts.
--Use the list of Reference Sources for Research in Consumer Behavior to identify other useful indexes and abstracts.
--Use the Checklist of Questions to Answer about Indexes and Abstracts to evaluate other indexes and abstracts.

--Describe several forms of reference books for research in consumer behavior.
--Suggest uses for specific forms of reference books.
--Explain how one other reference book could be used to begin the same information search.

B. Episode Activities:

The instructor will explain the use of the Library of Congress List of Subject Headings to select subject headings for research on consumer behavior. Using transparencies he will explain the filing rules for locating books in the card catalog. It is not expected that students will remember all the cataloging rules. Rather, the purpose of this section is to give them the background to begin to use the card catalog and to ask reference questions.

For some students indexes are a more effective way to begin research than the card catalog. The instructor will explain the purpose of indexes. He will use transparencies to provide instruction in the use of two indexes, the Business Periodicals Index and Psychological Abstracts. He will refer students to the reference list with indexes and abstracts. He will use a transparency with a Checklist of Questions to Answer about Indexes and Abstracts to help students evaluate other indexes and abstracts.

By the end of this session, the instructor will ask students to use the list of Reference Sources for Research in Consumer Behavior to select specific reference sources to begin their assignments. He will structure this discussion of reference sources to review the different forms of literature and the methods students can use to find them. The Learning Package includes suggested questions for this purpose.

Conduct of the Session

Episode I: Choice of Materials

1. Describe your student assignment. Using this assignment as the context for learning, explain that the purpose of this session is to make students aware of the many kinds of sources they can use to find information for research on consumer behavior. Note that while specific examples of sources on lists to be distributed refer to materials in the Baruch College Library, they can be used as a reference point to locate the same or similar materials in other libraries.

2. Hand out collated packet of student materials.

3. Transparency 1 - Information Searching Procedure Chart.
(Many kinds of sources can be consulted for information. This chart indicates the steps you can take before consulting sources. The chart describes two kinds of sources: access tools or secondary sources and primary sources.)

    a. (Looking at the chart who can explain what an access tool is?)

    b. (Would it be best to begin your search with an access tool or one of the sources on the right hand side of the chart? Why?) Establish that access tools are used to locate information. The other sources contain information.

4. Transparency 2 - Forms of Literature.
The Forms of Literature list describes the sources on the right hand side of the Information Searching Procedures Chart. (Take a moment to read this list.)

    a. (What form of literature might you use to begin the information search for your assignment? Why?) Have students explain why they might use either access tools or other sources to find information for research on consumer behavior. Do not emphasize the card catalog at this point since it will be discussed later. Explain when to use specific kinds of sources

    b. You can use the following list of suggestions to illustrate uses for the different forms of literature.

        1. A <u>dictionary</u> for a definition of terms related to the design of questionnaries: "attitude battery," "scaling," "Thurstones's law."

        2. A <u>handbook</u> for a concise discussion of the practical aspects of concept testing.

        3. An <u>encyclopedia</u> for an historical overview of Maslow's classic analysis of human motivation.

4. A book length study of how television viewing affects the spending habits of American teenagers.

5. A general bibliography for an annotated list of material dealing with the evaluation of consumer mail surveys.

6. A specialized bibliography for a list of articles on brand loyalty among Hispanic consumers.

7. An index for a list of recent journal articles critiquing the use of the Fishbein model of attitude measurement.

8. An abstract for summaries of research studies on how primary school children develop consumer attitudes.

9. A statistical compilation for data on effective buying incomes of households in Hartford, Connecticut.

c. Explain that an information search may begin with either an access tool or another source. Emphasize that there is no right way to search for information. The important point is for students to know what they are looking for and to plan a search strategy to find appropriate information.

5. Return to Transparency 1 - Information Searching Procedure. Explain search procedure by following the left hand side of the chart:

a. (At what point in a search would you use access tools? Why?)

b. (When would you use other sources?) There are no right or wrong answers to these questions. For example, a student might use an index when he first consults sources. He might want to read more in a book to redefine his problem.

6. Transparency 3 - Search Log Form. Explain the sections of the form.

a. Ask students to use this form to plan their search for information for their consumer behavior assignment.

b. (Take a moment to plan your search. Who can explain the steps he might take to find information for this assignment?)

c. (You may want to ask yourself specific questions about a consumer behavior.) The following sample questions may help you to choose useful information sources when you plan your search. Try to generate your own set of search questions for your consumer behavior topic.

1. Which group of consumers do I want to study?

2. What special characteristics do they share?

3. What do I want to know about them?

4. What measures or tests are available to study this group of consumers?

5. How do I find out how these consumers behave under several different sets of circumstances?

6. How can I compare the behavior of this group of consumers with other consumers?

Episode II: Access Materials

1. (You may want to begin your search for information with a book. To find books you can use the library's card catalog. How do you know under which subject heading you can find information on your topic? The Library of Congress Subject Headings List is used to determine the subject headings under which books are found in the card catalog. The same subject headings are used in the Baruch College Library catalog and the catalogs of most other college and research libraries).

2. Transparency 4 - Library of Congress (LC) List of Subject Headings

   The instructor should point out:

   a. A word or phrase in bold face is an acceptable subject heading.
   b. sa = see also the following related, more specific headings.
   c. X = heading not used.
   d. XX = related but broader heading.
   e. " - " = subject subdivision
   f. (The LC List of Subject Headings is arranged in alphabetical order. Look under the subject heading which seems logical to you and you should find references to the appropriate Library of Congress (LC) heading to use in the card catalog).

3. Transparency 4 - Library of Congress (LC) List of Subject Headings

   The instructor should use this transparency to illustrate how students can find meaning using the sa, XX, X and "-" symbols in the LC List of Subject Headings. (Looking at the boldface heading, "Consumers" you will notice many more specific headings following the "sa" reference). The instructor should select several "sa" or see also headings and explain how they describe just one aspect or group of consumers. He may wish to discuss with students ways in which they can use the see also headings to narrow their topics or reduce the amount of information they must review for their research assignments. The instructor can explain how the XX headings can be used to broaden or expand topics, for example, at times when students want background material. Students can also be asked to notice the "-" subdivision for "Consumers", for example "-Attitudes." Please note that the sample LC headings from this transparency are just samples and that the regular large Red Book of LC Subject Headings contains many more see also headings and subdivisions. (Since the LC list of Subject Headings is arranged

alphabetically, it is helpful to look through several boldface headings before and after the main heading you select. You may find other useful subject headings using this method).

4. Transparency 5 - Library of Congress (LC) List of Subject Headings (Related Subject Areas)

The examples on this transparency illustrate several subject headings which are related to or describe specific areas of consumer behavior. The instructor may wish to review all or some of these subject headings. Students might be asked to suggest subject headings for information on their topics.

5. (To find books in most libraries we must use a catalog. The Baruch College Library has a card catalog. Other libraries may have different types of catalogs. The New York Public Library has a book catalog. We'll spend some time describing the arrangement of the Baruch College Library catalog since most of you will be using it).

6. Catalog Filing Rules. (Every book in the Baruch College Library is listed in the card catalog under its author, its title, and its subject. All books by the same author are grouped together. They are arranged alphabetically by title).

7. Catalog Filing Rules. Catalog cards about a subject are filed according to the following rules:

   a. Transparency 6 - Catalog Filing Rules: Books about a Subject (General)
   (Books about a subject are filed under the LC subject heading for that subject. They are grouped alphabetically by author within each subject heading. At the bottom of each catalog card "Tracings" list all the subject headings assigned to a specific book. Thus, this book can be found in the catalog by looking under the author, the subject heading, ""consumers" or the title). The instructor may wish to explain further why student's would or would not want to look under additional subject tracings for listings for other books. Reasons for looking under additional subject headings might include finding more books, broadening a topic, narrowing a topic and developing a greater understanding of a subject area.

   b. Transparency 7 - Catalog Filing Rules: Books about a Subject (Specific)
   (From the LC Subject Headings List, you saw that all subject headings have more specific divisions or headings under which you can look to locate book titles. These headings may list books by form such as Consumers-Case Studies or by further subject subdivisions such as Consumers Preferences. Remember, however, that the card catalog does not list periodical sources. Thus it will not have the most recent studies of consumer behavior). The instructor may wish to point out again that all catalog cards have tracings which

suggest further subject headings with greater specificity. Tracings on the first card include "Marketing Research - Case Studies" and "Motivation Research - Case Studies." The second card sample includes tracings for "Grocery Trade - United States" and "Branded Merchandise - United States."

d. Transparency 8 - Catalog Filing Rules: Books Related to a Subject

The many subject headings related to the heading "Consumers" in the Library of Congress List of Subject Headings are the same subject headings used for the cards in the card catalog. Here, three subject headings "Marketing Research", "Motivation Research (Marketing)" and "Brand Choice," are used for books related to consumer behavior. Students should be encouraged to check the tracings on all subject cards. They should be taught to use their knowledge of consumer behavior to generate a list of possible subject headings. They can then check this list of subject headings against the controlled vocabulary of the Library of Congress List of Subject Headings. In this way they can develop a list of subject headings to use to find books in the card catalog.

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8. (The card catalog is an index to all the books in the Baruch College Library. There are specialized indexes to use for more current and for a greater variety of information sources. These indexes consist of multiple book volumes. Indexes may index books, book reviews, media sources, conference papers, research studies, periodical articles, newspaper articles or government publications. The advantage of indexes is that they list in one place a wide variety of material on a subject. They are also more current than books since they may be published monthly, quarterly, semi-annually, or annually. It is important to check the date of an index. If you need information on how television viewing habits of consumers changed during the past year as a result of the introduction of cable television into their area, you will need to look in a 1982 index volume.)

9. Transparency 9 - Business Periodicals Index

(Looking at the list of Reference Sources for Research in Consumer Behavior, you will see a list of indexes and abstracts. One of the most useful indexes for business information is the Business Periodicals Index. This index covers articles in most major and minor business periodicals. It is arranged alphabetically by subject. Looking at Transparency 9, you will see the subject heading "consumers". This heading is followed by subheadings for specific aspects of consumers behavior. In this sample page, "Attitudes" is one subheading). The last citation or article listing under "Consumers - Attitudes" provides an example for teaching students to interpret a citation in Business Periodicals Index. The instructor should point out the parts of each citation. He should note that the order of entry of information is the same for all bibliographic citations. He should also note that the front of each issue of Business Periodicals Index includes a list

of abbreviations for titles of all the periodical titles used in the article citations. (The next heading, "Consumers preferences" is followed by "see also" references which lead you to other more specific headings such as "Brand Choice", "Consumers - Attitudes," and "Food preferences").

10. Psychological Abstracts

Looking at the List of Reference Sources for Research in Consumer Behavior you will see a list of indexes and abstracts. Psychological Abstracts is one of the most useful indexes for research on consumer behavior. It is an abstract journal which contains an index to its contents. It has abstracts or summaries of all the articles it indexes. It is issued monthly and cumulated every six months.

a. Transparency 10 - Psychological Abstracts - Subject Index (This index is arranged by subject. Under each subject heading abstract references are arranged alphabetically by their major subject emphasis. To use this index, you must first look in the subject index, identify the abstract you want, and write down the abstract number(s) for each abstract you want to read). The instructor should point out the abstract number 10733 under the heading Consumer Behavior on the transparency. Note that Psychological Abstracts is published in two volumes, an index volume and an abstract volume. Students should be reminded to select the index volume and the abstract volume for the same dates. For this discussion the instructor may wish to borrow Psychological Abstracts subject index and abstract volumes from the library.

b. Transparency 11 - Psychological Abstracts - Abstract (The abstracts in Psychological Abstracts are arranged by abstract number. This number appears in the upper left hand corner of each abstract. It is followed on the next line, by the name of the author of the material abstracted and the rest of the bibliographic citation). The instructor can review the bibliographic citation at the beginning of the abstract. Note the author's affiliation and tell students they may write to an author at this location if they want to find out about his latest research or research in progress. Ask students to read the abstract to identify the purpose, method, and results of the research reported.

11. Transparency 12 - Checklist of Questions to Answer about Indexes and Abstracts.

a. (While you can use the Business Periodicals Index and Psychological Abstracts, other indexes and abstracts on the list of Reference Sources for Research in Consumer Behavior may also be useful to you. Each index and abstract journal is unique. It is difficult to describe one method for searching all indexes and abstract journals. It is helpful, however, to examine each index or abstract journal you decide to use before you attempt its use. This is a checklist of questions you should ask about each index or abstract journal you use. Not all questions apply to all sources).

b. (Let's apply some of these questions to Psychological Abstracts). The instructor may wish to refer to Transparency 10, and 11 to answer these questions. If time is short, the instructor should choose several questions from the list for illustrative purposes. The instructor may wish to borrow sample volumes of Psychological Abstracts from the library for this purpose.

c. (Select one other index or abstract from the list of indexes and abstracts in Reference Sources for Research in Consumer Behavior. Why do you think it would be useful for finding information about your topic?) The instructor may wish to use this question to elicit information from the students about all the appropriate indexes and abstracts.

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12. (At the beginning of this session we talked about the many different forms of literature. The list of Reference Sources for Research in Consumer Behavior includes specific examples of many forms of literature. Take a moment to look through it).

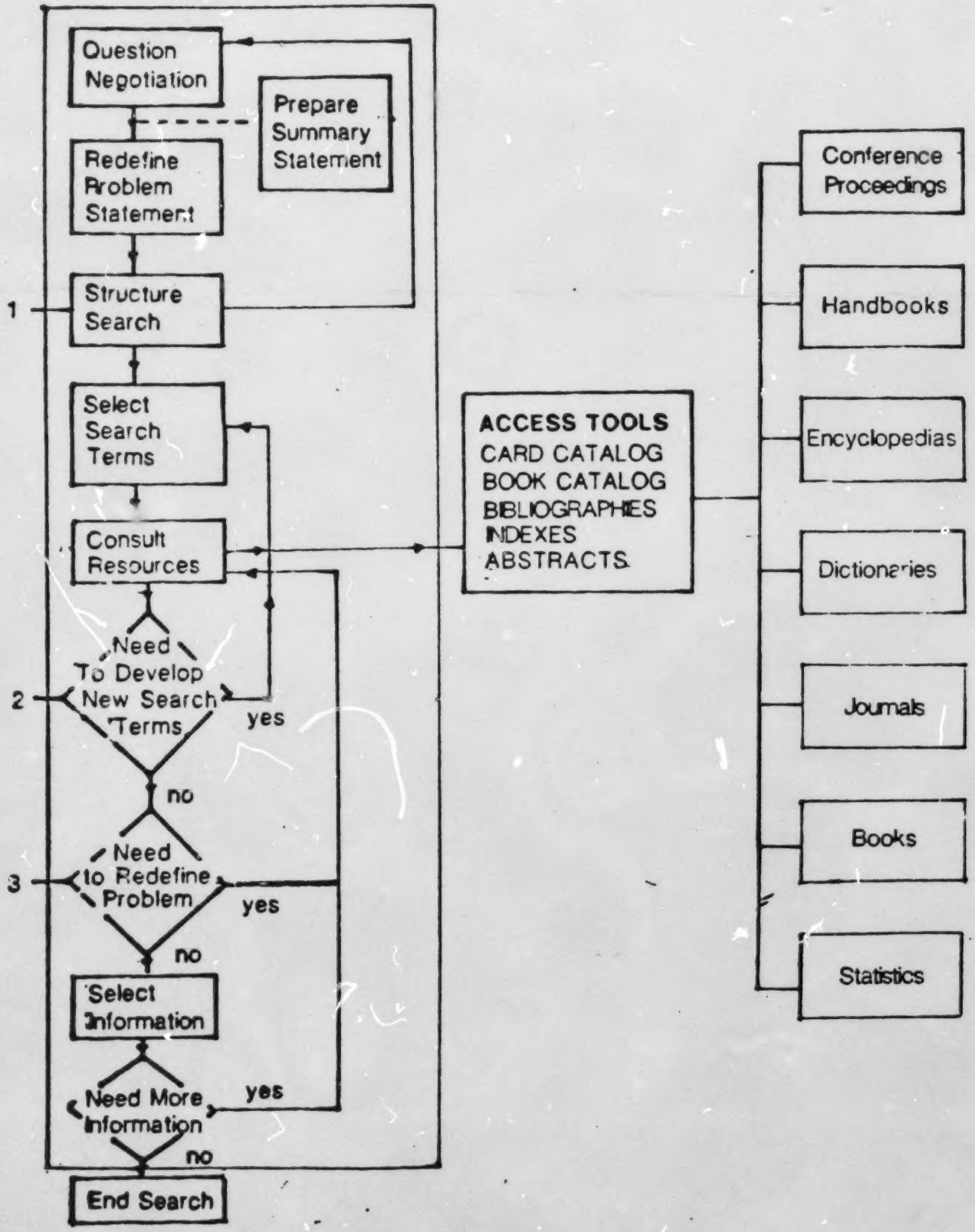
a. (Who can describe one reference book which might be useful for this consumer behavior assignment?) Try to elicit enough student answers to describe and discuss a number of specific reference works. Describe specific reference sources which have been especially useful to you in writing your dissertation, preparing a lecture or designing a marketing campaign or researching a paper. You may want to borrow several sources you consider important from the library.

b. The following questions may be used to encourage student discussion of reference sources. (Who can choose one reference book to begin an information search? Is there another book you might use to find the same or similar information?) Try to encourage students to use different approaches to finding information. Emphasize the variety of reference materials available.

13. Location of reference materials in the Baruch College Library. The packet of student materials includes the publication Baruch College Library: A Self-Guided Tour. Tell students about this tour. Encourage them to ask the reference librarians for help in finding information sources.

14. An Exercise for Research in Consumer Behavior is provided as an optional student assignment. However, the best evidence that students have learned to use research sources in consumer behavior is the quality of the research they do for their class assignment. Students should be encouraged to use the Search Log Form, Transparency 3, and to submit it with their class assignment.

Information Searching Procedure



Forms of Literature

Books

The most familiar form of literature is the book. A single volume or book is known as a monograph.

Reference Books

Some books are considered reference books because they are designed by their arrangement and treatment to be consulted for specific information rather than to be read consecutively.

Directories

Provide an alphabetical or classified list (as of names and addresses). They may contain biographical and/or organizational listings.

Encyclopedias, Handbooks, Dictionaries, and Yearbooks are reference books. They are usually consulted for concise, factual information. They are a good place to begin an information search. Encyclopedias and Handbooks often include bibliographies. Yearbooks are published annually as reports of statistics or facts.

Bibliographies are lists of publications (books, articles, reports, documents, dissertations) selected and organized around a subject area or theme. These lists may be limited by the specificity of the subject scope, the dates or the type of material covered.

Dissertations or Theses are research papers written in partial fulfillment of an advanced degree. These academic papers compiled by one researcher are often valuable for research in the same subject field.

Periodicals include magazines and journals such as the Journal of Politics. A periodical is a publication issued at regular time intervals and intended to be continued indefinitely.

Indexes provide, in one place, references to works in specific subject areas or works by specific authors. Indexes are often in multiple volumes and cover long periods of time. They are used to locate bibliographic information about journal articles, books, essays and dissertations. All indexes are not the same in structure. Indexes may provide for subject, author, title, time period or other types of access. Instructions on how to use an index usually appear in the first pages of the index.

Abstracts may be included as part of indexes or they may be separate publications. They provide summaries of articles, reports, books, and other forms of published material.

Government Documents include any publications originating in or printed with the authority and expense of any office of a legally organized government. State, Federal and foreign governments as well as the United Nations publish material on many subjects. Some government documents are periodicals. Others are books or pamphlet.

Atlases include any volumes of tables, charts or plates that systematically illustrate a subject: political parties. Bound collections of maps are also atlases.

Search Log Form

1. Write a one sentence topic statement _____

   _____

2. List sources for background reading.

   _____

   _____

   _____

3. Use the card catalog. Find books.

   _____

   _____

   _____

4. Use indexes. Find Articles

   Indexes: _____

   _____

   Articles: _____

   _____

Note: You may do three or four first.

Transparency 3

Library of Congress (LC)
List of Subject Headings

Consumers

Here are entered works on consumer behavior. Consumers' guides are entered under Consumer education. Works on the economic theory of consumption are entered under Consumption (Economics)

sa Aged as consumers
Consumer education
Consumer panels
Consumers' preferences
Consumption (Economics)
Men consumers
Minorities as consumers
Poor as consumers
Spanish Americans as consumers
Women as consumers
Youth as consumers
x Consumer behavior
Consumer demand
xx Marketing
Purchasing
Shopping

- Attitudes
sa Consumers' preferences
xx Attitudes (Psychology)
Market surveys

sa - see also the following related, more specific headings
x - heading not used
xx - related but broader heading
"__" - subject subdivision

Transparency 4

Library of Congress (LC)
List of Subject Headings
(Related Subject Areas)

Marketing literature
sa Marketing - Bibliography
x Literature, Marketing
xx Marketing - Bibliography

Marketing of design services
See Design services

Marketing of farm produce
See Farm produce - Marketing

Marketing of fruit
See Fruit - Marketing

Marketing research
sa Consumer panels
Interviewing in marketing research
Market surveys
Motivation research (Marketing)
Retail trade - Research
Sales forecasting
x Marketing - Research
xx Research
Research, Industrial

Motivation research (Marketing)
xx Advertising - Psychological aspects
Marketing Research
Motivation (Psychology)
Research

Brand choice
x Brand loyalty
xx Consumers' Preferences

Brand loyalty
See Brand choice

Brand management
See Product management

Brand names
See Business names
Trade-marks

Transparency 5

Catalog Filing Rules:

Books about a Subject

(General)

CONSUMERS

HC
79
.C
M37

Mason, Roger S.
Conspicuous consumption: a study of exceptional consumer behavior / R.S. Mason. --New York: St. Martin's Press, 1981.
x, 156 p.

1.Consumers I. Title

tracings

Transparency 6

Catalog Filing Rules:

Books about a Subject

(Specific)

CONSUMERS - CASE STUDY

HF
5415
.3
D42

Debruicker, F. Stewart.
Cases in consumer behavior / F. Stewart DeBruicker, Scott Ward. -- Englewood Cliffs, N.J. : Prentice-Hall, 1980.
xii, 415 p.

1. Consumers--Case studies.
2. Marketing research--Case studies.
3. Motivation research (Marketing) Case studies. I. Ward, Scott, 1942- joint author. II.Title

tracings

CONSUMERS' PREFERENCES

HD
9321
.3
F63

Four year trend study of household shopping behavior for private label and branded grocery products, 1971-1974 (New York) : Womans day, 1975

1. Grocery trade--United States
2. Branded merchandise--United States.
3. Shopping--United States.
Consumers' preferences--United States.
I. Woman's Day.

tracings

Transparency 7

Catalog Filing Rules:
Books Related to a Subject

MARKETING RESEARCH

HF
5415
.3
P47

Peterson, Robert A.
Trends in consumer behavior research / Written by Robert A. Peterson.
Chicago: American Marketing Association, c1977. v. 40 p.

tracings — 1. Consumers. 2. Marketing research. I.Title.

MOTIVATION RESEARCH (MARKETING)

HF
5770
D93

Dichter, Ernest, 1907-
Packaging, the sixth sense?: A guide to identifying consumer motivation / Ernest Dichter. Boston: Cahners Books, (1975)
160 p.

tracings — 1. Packaging--Psychological aspects. 2. Motivation research (Marketing) I. Title

BRAND CHOICE

HF
5415
.3
J32

Jacoby, Jacob.
Brand loyalty: measurement and management / Chestnut, New York: Wiley, c1978.
xiv, 157 p.

tracings — 1. Brand choice. I. Chestnut, Robert W., joint author. II. Title

Transparency 8

Business Periodicals Index

CONSUMERS

Individual differences in search behavior for a nondurable W.L. Moore and D.R. Lehman. bibl (p806-7) tabs J Consumer Res 7: 296-307 D '80

Attitudes

Black and white consumer sentiment: financial conditions (table) Black Enterprise 22 11:80 N '80 128 F : 60 M '81

Consumer alienation, general dissatisfaction and consumerism issues: Z.V. Lambert tabs J Retailing 56: 3-24 Summ '80

article title — volume — pages — date — tables — article author — journal title

CONSUMERS' preferences

See also
Brand choice
Consumers - Attitudes
Food preferences

Choosing multiple items from a product class L. McAlister bibl tabs J Consumer Res 6: 213-34 D '79

BRAND choice

Adding explanatory variables to a consumer purchase behavior model: an exploratory study. J.M. Jones and F.S. Zufryden. bibl. tabs J Mkt. Res 17: 323-34 Aug '80

Inflation spurs broader brand loyalty. H.S.Rauch. Supermkt Bus 35: 9 Mr '80

Transparency 9

Psychological Abstracts
(Index)

Consumer Behavior

age & role of family, development of consumer information processing behaviors, kindergartners & 3rd & 6th graders & their mothers, 10733—— abstract no.

belief systems, intentions to buy innovative products, undergraduate business students, 9998

clothing as nonverbal communication & attitude toward clothing, credibility of message source in advertising & intent to purchase product, female consumers, 7502

consumer innovations concept & measurement based on adoption for new products, 14704

Transparency 10

Psychological Abtracts

(Abstracts)

abstract no. — authors — author's affiliation

10733. **Wackman, Daniel B.; Wartella, Ellen & Ward, Scott.** (U Minnesota Communication Research Div) **Learning to be consumers: The role of the family.** — article title

journal title — *Journal of Communication*, 1977(Win), Vol 27(1), 138— pages

151. —Examined consumer information processing number

date — behaviors of children from a cognitive development perspective. Interviews were conducted with 615 kinder- volume gartners, 3rd-, and 6th-grade children and their mothers. Information processing skills assessed in the child interview were (a) understanding the purpose of TV commercials (Skill 1), (b) selecting performance attributes in considering a product purchase (Skill 2), (c) awareness of sources of information about new products (Skill 3), (d) comparing brands on the basis of functional characteristics (Skill 4), and (e) awareness of brands of different products (Skill 5). Some impact of family consumer socialization variables on the development of the child's general cognitive abilities, which in turn influence consumer skills, was shown for Skills 1, 2, and 3, where perceptual boundedness accounted for an average of 10.9% of the variance and family variables for an average of 10.0%. The influence of the family on the child's application of his/her cognitive abilities was seen in the findings that kindergartners medium or high in cognitive ability were significantly higher in Skills 1, 2, and 3 than kindergartners low in cognitive ability. Direct influence of the family on the child's learning of consumer skills was shown with Skills 4 and 5. —*W. E. Lindsey.*

abstractor's name

Transparency 11

Checklist of Questions to Answer about Indexes and Abstracts

1. What specific subject areas are covered?

2. Does the index or abstract include instructions for using it? If so, where?

3. Is there a list of the specific primary sources indexed or abstracted? If so, where?

4. Is there a list of abbreviations used? Where?

5. Is there a list or thesaurus of the specific terms (subject headings or key words) used by the index or abstract? Where?

6. How often is the index or abstract issued?

7. Are there cumulations? How often?

8. If an index, how are the citations entered? By author? Title? Subject? Other?

9. If an abstracting journal, how are the abstracts arranged? In a classified order? Alphabetical order? By accession number? Other?

10. If an abstracting journal, what type of indexes are included, if any? Author? Title? Subject? Geographic? Corporate? Other?

11. What types of material are indexed or abstracted? Journals, books, government publications, proceedings, other?

12. What is the language of the material covered? English only? Foreign languages?

13. Is the material covered technical and research oriented or popular? Or both?

14. Are there any other special or unique features?

Reference Sources for Research on Consumer Behavior

In studying consumer behavior, the researcher can consult works about the discipline itself or marketing as well as works about other more tangentially related social science disciplines such as psychology and sociology. The following list includes basic reference works in several social science disciplines whose concerns and methodologies are close to those of the student of consumer behavior. In addition some statistical compilations that quantatively describe the consumer and his buying habits are included.

BIBLIOGRAPHIES

REF
Z7165
.U5
B37

Barry, Thomas. Marketing and the Black Consumer. Chicago: A.M.A., 1976.

REF
Z7164
C81
B59

Bibliography on Marketing to Low-income Consumers. Washington, U.S. Dept. of Commerce, 1969.

REF
Z7164
M18
B35
1974

Ferber, Robert. A Basic Bibliography of Marketing Research. (A.M.A. Bibliography no. 20) 3d ed. Chicago: American Marketing Assn, 1974.
An annotated listing of articles and selected books, arranged within the following broad categories: background, techniques, areas of research; communication and miscellaneous aspects.

REF
Z7164
M18

Personality Research in Marketing. Ed. Warren Twedt et. al. Chicago: American Marketing Assn, 1976.

DICTIONARIES AND ENCYCLOPEDIAS

REF
BF
31
G6

Goldstein, Robert. The Encyclopedia of Human Behavior. 2v. New York: Doubleday, 1970.
This two-volume set affords brief, readable explanations of relevant terms such as "stimulus-response."

REF
HF5415
.J438

Jefkins, F. Dictionary of Marketing and Communications. Aylesbury: Intertext, 1973.
Concise definitions of concepts and techniques like projective drawing.

REF
HF5412
S52

Shapiro, Irving. Dictionary of Marketing Terms. Totowa: Littlefield Adams, 1981.

REF
RC
334
157

Wolman, Benjamin. International Encyclopedia of Psychiatry, Psychology, Psychoanalysis and Neurology. 17v. New York:

Good for articles giving overview of the established thinking on consumer behavior, attitude research, motivation. Use index volume first.

CONFERENCE PROCEEDINGS

REF
HF5415.3
A84b

Association for Consumer Research. Advances in Consumer Research. Urbana, Illinois, 1974. Annual.

Papers delivered by experts at the annual conference of this association emphasize practical applications of theory and models.

REF
HF5415.2
A773

Attitude Research Conference. Proceedings. 1970. Annual.

The focus of the papers delivered at this conference is on research gains in the area of testing consumer attitudes.

REF
HF5415
A2

American Marketing Association. Proceedings. Chicago: A.M.A., 1951 - Annual.

Papers delivered at the conference occasionally focus on topics such as anticipating the buying habits of the working women or minority family.

HANDBOOKS

REF
HF5415
B789

Britt, Stewart H. ed. The Dartnell Marketing Manager's Handbook. Chicago: Dartnell, 1973.

This comprehensive one-volume reference has 73 chapters each prepared by a team consisting of a marketing professor and executive. Of special interest would be the chapters on consumer behavior, and application of the sciences to marketing. Use subject index.

REF
HF5415
H1867

Buell, Victor, ed. Handbook of Modern Marketing. New York: McGraw-Hill, 1970.

Another comprehensive single source consisting of 120 chapters, most of which are followed by a selective and now somewhat outdated bibliography.

REF
HF5415.2
F4G

Ferber, Robert, ed. Handbook of Marketing Research. New York: McGraw-Hill, 1974.

A concentrated one-volume reference on marketing research methods and applications. Includes 10 chapters on behavioral science techniques. References at the end of each chapter.

REF
HM251
L486

Lindzdy, Gardner. Handbook of Social Psychology. 5v. Reading: Addison, Wesley, 1965.

Each chapter in this five volume set is an extensive literature review on a variety of topics that engage the social psychologist. Chapter 40 volume 5 is especially relevant to consumer motivation. In addition, there are chapters dealing with attitude measurement, and related research methods. Use index in volume 5.

REF BF121 W63

Wolman, Benjamin. Handbook of General Psychology. Englewood Cliffs: Prentice Hall, 1973.

Forty-three chapters, each written by an expert. Of special interest would be the sections on motivation and personality.

Not at Baruch

Worcester, Robert, ed. Consumer Market Research Handbook. London: McGraw-Hill, 1972.

Although this handbook has a British focus, each of the twenty-six chapters covers both the techniques and applications of consumer market research and will prove useful to U.S. practioners.

INDEXES AND ABSTRACTS

Tables 3B & 4A

Business Periodicals Index. New York: H.W. Wilson, 1960 to date.

A subject index to over 200 English language periodicals including the major marketing journals.

Table 4A

F&S Index of Corporations and Industries. Cleveland: Predicasts, 1974 to date.

Best index for current information on companies and industries. Part I is arranged by SIC number; Part 2 is arranged alphabetically by Corporation name. Major articles are indicated by a black dot.

Table 2C

Marketing Research Abstracts. London: Market Research Society, 1978 to date. Quarterly.

Offers lengthly abstracts of articles from American and British publications. Includes works from related fields like psychology, sociology, statistics. Index is in front.

Table 4B

Psychological Abstracts. Washington, D.C.: American Psychological Association, 1928 to date. Monthly.

Abstracts books, journals, essays in books, conference proceedings, and dissertations, many in fields of applied psychology such as marketing and consumer behavior. Consult index to get brief summary of work and abstract number. Use the thesaurus for subject terms when these are not obvious.

Table 2B

Readers Guide to Periodical Literature. New York: H.W. Wilson, 1900 to date.

An index to a wide variety of popular American magazines including those oriented, to consumers, Blacks and women. Use a more specialized index for the bulk of your research.

Table 4B

Social Sciences Index. New York: H.W. Wilson, 1974 to date.

Covers scholarly journals in disciplines such as psychology and sociology.

STATISTICS

Table 2C — American Statistics Index. Washington, D.C.: Congressional Information Service, 1970.
An index to statistics appearing in publications of the U.S. Federal government. The abstract describes the type of statistic and its exact location in the publication.

Table 2C — Statistical Reference Index. Washington, D.C. Congressional Information Service, 1980 to date.
This publication locates and describes statistical compilations appearing in non-federal government publications as well as publications

REF HC101 G86 — Guide to Consumer Markets. New York: Conference Board. Annual.
A useful compilation of U.S. Statistics and graphs from a wide variety of government and trade sources on the consumer and his behavior in the marketplace. Covers population, employment, income, consumer expenditures, production, distribution, prices.

REF HC106.7 S9 — Sales and Marketing Management. Survey of Buying Power Data Service. Annual in 3 volumes.
Current estimates, by state county, city, SMSA for population (by age), households, effective buying index, percentage of households by cash income groups, retail sales for six retail store groups, merchandise line sales estimates by locality and T.V. market retail sales by merchandise line.

REF HC110 I5 A53 — U.S. Bureau of the Census. Current Population Reports: Consumer buying indicators. (Series P-65) Washington. Quarterly.
Indexed in the American Statistics Index.

REF HC110 I5 A53 — U.S. Bureau of the Census. Current Population Reports: Consumer income (Series P-60) Washington, 1948 -
Indexed in the American Statistics Index.

JOURNALS

Advertising Age

American Demographic

American Psychologist

Journal of Consumer Affairs

Journal of Consumer Research

Journal of Marketing

Journal of Marketing Research

Marketing News

Marketing Communications

NAME _____ 5

Exercise for Consumer Behavior

1. Write your research topic statement here. Use one sentence.

_____

2. Locate background reading for your topic. Use Reference Sources for Research in Consumer Behavior.

   Bibliographic citation(s) for background reading: _____

_____

_____

3. Use the Library of Congress List of Subject Headings to select at least two subject terms for your information search.

1. _____ 2. _____

4. Use the card catalog on the 7th floor of Baruch College Library to locate books. List the call numbers and full bibliographic citations for two books you locate.

	Book 1	Book 2
Call number:		
Author(s):		
Title:		
Publisher:		
Date:		

5. Find a source for specific information about one area of consumer behavior.

   Bibliographic citation: _____

   What did you find out about this area? _____

_____

6. Use one index to find at least two periodical or newspaper articles about one area of consumer behavior.

   Periodical Index: _____

	Article 1	Article 2
Article author:		
Article title:		
Journal name:		
Journal date:		
Page numbers:		

7. Go back to question number 1. Do you want to change your topic statement? Why? Why not?

_____